

ABSTRACT

This study aims to analyze the attractiveness of the Brilian Future Leader Program (BFLP) IT Specialist in attracting digital talent, to understand digital talent perceptions toward the program, and to formulate strategies to enhance its attractiveness within the context of talent war competition. This research employs a qualitative approach using in-depth interviews with three groups of subjects, namely BFLP IT program participants, final-year students majoring in information technology, and program managers from the human resources function. The results indicate that the attractiveness of the BFLP IT program is influenced by several key factors, including Employer branding, career development opportunities, compensation and job stability, organizational culture, and perceived level of innovation. The study also reveals a gap between the organization's internal condition, which has undergone digital transformation, and external perceptions among digital talents, who still view the organization as conventional. This gap consists of a communication gap and an expectation gap, which act as barriers in attracting digital talent. The implications of this study suggest that organizations need to strengthen digital-based Employer branding strategies, improve communication effectiveness regarding digital transformation, and develop more adaptive recruitment approaches aligned with digital talent characteristics. This research contributes to the development of Employer branding and talent attraction theories by emphasizing the critical role of perception in shaping organizational attractiveness.

Keywords: *Employer branding, digital talent, BFLP, talent attraction, digital transformation*

